

Testing the Moderating effect of Coupon Types on Perceived Price, Consumption Emotions, Customer Satisfaction and Revisit Intention in Quick Service Restaurants

Dev Jani · Ho-Kyun Jeong · Jun-Ho Jang[¶]

Dep. of Tourism Management, Dong-A University[¶]

퀵서비스레스토랑의 지각된 가격, 소비감정, 소비자인족과 재방문의도의 관계에 쿠폰유형이 미치는 조절효과에 관한 연구

데브 자니 · 정호균 · 장준호[¶]

동아대학교 관광경영학과

Abstract

The purpose of this study was to test the influence of restaurant customers' perceived price on their satisfaction and revisit intention through the examination of the mediating effects of emotional responses and the moderating role of coupons. Data was obtained from a survey conducted to 319 quick service restaurant customers and analyzed using SPSS 16 and AMOS 16. The results indicate a full mediation effect of perceived price on customer satisfaction through emotional responses. It was also noted that discount, free and entry coupons did moderate the influence of perceived price on customers' emotional responses. The strongest moderator for perceived price and positive emotions was a discount coupon followed by a free coupon and an entry coupon in order. For perceived price and negative emotions, an entry coupon had a higher moderating effect followed by a discount coupon. The study put forward an appropriate implication to restaurateurs on the use of coupons as well as emotional responses and perceived price that will effectively elevate customers' satisfaction level.

Key words: perceived price, coupon, emotion, quick-service restaurants.

I. Introduction

The fast food industry is becoming ubiquitous with many operators competing for the patron's wallet through strategies to lure them in as well as tying them to their services. Among the strategies that have been adopted by the industry particularly the restaurant is through the capitalizing

on the use of coupon(Laroche M, Kalamas M & Huang Q 2005; Taylor GA & Long-Tolbert S 2002) that of recent has been on the rise (Jennings L 2009). Historically, coupon has been used as a short term promotional strategy in consumer goods to attract existing customers or new customers through inducing product trial(Peter JP & Olson JC 2003). This strategy has successfully been

[¶] : 장준호, 010-4566-3535, jangjuno@hanmail.net, 부산광역시 부산시 서구 부민동2가 동아대학교 관광경영학과

adopted by the restaurant businesses. Of recent, the effects of coupons have been noted to extend to consumer attitude towards the organization and the product that influence their future behavior (Laroche M et al 2005; Taylor GA 2001; Taylor GA et al 2002). This new orientation implies the effects of coupon to extend beyond the current purchase situation and thus shaping the consumer behavior intentions related to the product being promoted by the coupon.

Behavior intentions being a predictor of future consumer behavior have attracted huge research interest to elucidate factors that shape the behavioral intentions(e.g. Ajzen I & Fishbein F 2008). Within the hospitality industry particularly the restaurant sector, revisit intention that is a component of behavioral intentions have been noted to be a derivative of customer satisfaction(Kim W & Han H 2008; Han H & Ryu K 2006; Ok C, Back KJ & Shanklin CW 2005; Ryu K, Han H & Kim TH 2008; Ladhari R, Brun I & Morales M 2008), consumption emotions(Han HS, Back KJ & Barrett B 2009; Ryu K Jang S 2008; Wong A 2004), and perceived price(Han H & Ryu K 2009). Despite the seeming research consensus on the effect of customer satisfaction, consumption emotions, and perceived price on revisit intention of restaurants customers, an integrative model that incorporates the influence of coupon on revisit intention is yet to be modeled.

Such a model is necessary given the huge restaurant budgets being allocated to coupon(Jennings L 2009) with the aim of keeping the customers towards their services(Taylor GA et al 2002). This study is geared towards elucidating the effect of coupon in restaurant customers' cognitive and emotional responses that have a consequential impact on customer's revisit intentions. This study

utilizes the cognitive-emotional paradigm(Bagozzi RP, Gopinath M & Nyer PU 1999) where cognition is seen as an antecedent to emotional responses. Customer perceived price is taken as an independent cognitive variable for the emotional dependent variable with coupon as a moderator for the relationship. Such a model is necessary given the huge restaurant budgets being allocated to coupon(Jennings L 2009) with the aim of keeping the customers towards their services(Taylor GA et al 2002). Specifically this study objectives of this study were: to test the influence of perceived price on customers' consumption emotions (positive and negative), to ascertain the influence of customers' consumption emotions on customer satisfaction, to test the influence of customer satisfaction on revisit intention, and to ascertain the moderation effect of discount, free and entry coupon type on the relationship between perceived price and consumption emotion.

II. Conceptual Foundations

1. Perceived Price

Price refers to what the customer is giving up or sacrificing in order to obtain a product or a service(Zeithaml VA 1988). The manner in which the customer perceives price has been categorized into a dichotomy of monetary and non monetary price(Zeithaml VA 1988). The monetary price entails the encoded actual price tagged for the product or service, while the non monetary price reflects the encoded price for other cost variables by the customer(Zeithaml VA 1988) that is more comparative and subjective than the monetary price. Upon encoding the prices that involves articulating, integration, and translation into the monetary price(Zeithaml VA 1984) and non monetary

prices, then the two price variables act in a combination to give the overall perceived price(Campo S & Yague MJ 2007). Thus this study considers perceived price to be a combined variable of the monetary and non monetary perceived prices that essential entails a comparison of prices of different restaurant services and products as well as prices with respect with what is obtained. Since perceived price entails encoding and thinking process, it is typical of cognitive process that the customer undergoes through prior, during, and after consumption.

2. Consumption Emotion

A widely cited definition of consumption emotion is that of Westbrook and Oliver(1991 e.g. Wong A 2004) who defines it as the set of emotional responses elicited during product usage or consumption experiences. With the growing acceptance of customer satisfaction being a derivative of cognitive evaluation and emotions(e.g. Liljander V & Strandvik EM 1997), consumption emotion have attracted much of researcher's attention. Consumption emotions have approached from two dimensions of categorical and structural(Han HS et al 2010). The categorical dimension reflects the specific emotions evoked during consumption while the structural dimension relates the different emotions into positive and negative. These two categories have created confusion in research(Laro FJM & Steenkamp EM 2005) as some researches express categories as structure and vice versa. For instance Han HS et al.(2010) on elaborating the structural perspective refers to bipolar nature that reflects Laros FJM et al.(2005) content or categorical dimension. Laros FJM et al.(2005) clarify this ambiguity through their categorization of consumption emotions into hierarchy having two broad

categories of positive and negative emotions. Under the two broad categories, Laros FJM et al.(2005) included intermediate or basic emotions where positive emotions includes contentment, happiness, love, and pride; while negative includes anger, fear, sadness, and shame. Further beneath these intermediate emotions Laros FJM et al.(2005) included specific emotions. This adopts the Laros FJM et al.(2005) hierarchy perspective as it offers an integrative means of understanding consumption emotion. This study did not take on board the lower level specific emotions as the intermediate or basic emotions have been noted to be sufficient in describing consumption emotions(Laros FJM et al 2005).

3. Customer Satisfaction

Traditionally customer satisfaction is defined as an evaluation process where the customer compares his or her prior expectation to service or the perceived service experienced(Gilbert RG, Veloutsou C, GoodeMMH & Mouninho L 2004). This comparison of expectation and perceived service experienced is referred to as the disconfirmation model(Gilbert RG et al 2004). Of recent, customer satisfaction have been noted to be a dependent factor of not only customer's cognitive responses that was by then the only factor but also the affective responses from the service encounter(Edvardsson B 2005; Jegal YH · Hong KW · Ryoo KM 2009). This new development reflects the change in paradigm of viewing customer as solely an economic-rational decision maker to an integrated one that include affect of emotions(Holbrook MB & Hirshman EC 1982). Consequently customer satisfaction has followed the suit where the evaluation process that leads to the satisfaction level is attributed to evaluation with respect to cognition and affective

responses to that service encounter(Burns DJ & Neisner L 2006). This study embraces the new paradigm in conceptualization of customer satisfaction in a quick service restaurant setting.

4. Revisit Intention

On referring to Oliver RL(1997); Han HS et al.(2009) refers behavioral intentions to the stated likelihood to engage in a behavior. Behavioral intentions are perceived to include revisit and word of mouth intentions(Han H et al 2006; Han H et al 2009; Han HS et al 2009; Ok C et al 2005; Kim SJ · Jeong KH · Cho YB 2008) that can predict the future consumption behavior of the consumer and those who are recipient of the word of mouth respectively. Other researchers have included an attitudinal component into the behavior intention component of which when it is positive it yield to customer loyalty(Han H et al 2009). When the behavioral components are favorable which is the desire of service providers, the customer positively affirm their likelihood to revisit the service provider as well as spreading positive words to others whom they are in contact with. When the intentions components are negative, the vice versa is likely to be the behaviors of the customer. Such a valence in the behavior intentions implies an attitudinal component of like and dislikes(Peter JP & Olson JC 2003). Thus when the valence is positive for both behavioral intentions, consequently the customers' attitude are positive towards the service provider that is likely to lead into being loyal to the service. Thus it suffices to use revisit and word of mouth intentions rather than loyalty in this study as previous line of argument that equates loyalty to the positive combination of the two behavior intention components.

Nagar K(2009) elaborates the conflicting use of

revisit intention and loyalty. She argues that loyalty includes revisit intention coupled by a positive attitude towards the product, and thus a better measure of the long term relationship between the customer and the business organization or the product being offered. Nevertheless, researchers have continued to focus on revisit behavior due to it easy in operationalization (Nagar K 2009). Riley FD, Ehrenberg ASC, Castleberry SB, Barwise TP & Barnard NR(1997) argue that by relying on behavioral measure of loyalty is more appropriate as it is an antecedent to the positive attitude, and moreover the behavioral intention are of more interest are they predict future behavior. In line with this argument, this study adopts the behavioral intention to the restaurant industry through the revisit intention construct.

5. Coupon

Coupon is cent-off or added value incentives offered to the consumers for purchasing a product (Peter JP et al 2003). In restaurant business coupons have been noted not only to attract new customers but also bringing them back (Taylor Ga et al 2002). Coupons are usually used for frequently purchased products(Colombo R, Bawa K & Srinivasan SS 2003). Colombo R et al.(2003) categorized coupon into free standing, mail, and newspaper coupon basing on the means of coupon delivery. They noted the different types of coupon influence the consumer differently. Basing on value added(Gilbert DC & Jackaria N 2002), coupon can be categorized into discount, buy and get a free coupon, and coupon entry(Choi KH 2004). Since the value addition perspective of coupon focus on the objective of using coupon rather than the means of distribution of the coupon, this study will employ the added value perspective that is

seemingly more relevant to customer who is after value.

6. Quick Service Restaurant

Restaurants or a place where meals are served to the public have been categorized basing on the manner the meals are served into five categories of quick serve or fast food, family restaurants, buffet, casual dining, and fine dining(see Wade D 2006 for more detail). Quick service restaurants that are of interest in this study refer to restaurants that are designed to serve basic meal quickly and affordably(Wade D 2006). Quick service restaurant usually have limited seating that are in a casual environment where the customer place an order at a self-service counter to eat in or take out(Scanlon N 1993). Quick service restaurants menus are limited (Wade D 2006) as the facilities are specialized to prepare few menus at high volume in a short time to serve many customers.

South Korea being a developing country that has been economically growing has experienced a fast growth in the fast food industry since it opened its door to global players in the 1970's (Han HS et al 2006). The annual sales volume of fast food industry in Korea have been documented as 30 trillion as per 2000(Han HS et al 2006) that is a substantial amount. From these convincing figures, a research on factors that enhance customer satisfaction in a mature industry like the quick service restaurants within the fast food industry is justifiable.

7. Conceptual Development

The relationship between customers' cognition and emotional responses is still debatable. The literature can be categorized into three camps where some argue emotion and/or affect to follow cogni-

tion(Bagozzi RP, Gopinath M & Nyer PU 1999), or emotion and cognition are independent(Zajonc R & Markus H 1982), and some argue the question of antecedence between cognition and emotion is context dependent(Peter JP et al 2003). Cognition in the present study is reflected by the perceived price while emotion by positive and negative consumption emotions. Since prior to purchasing a product or service the customer and/or consumer is involved in purchase decision making that also factor in price before experiencing the service like those provided by restaurants, then it is logical to assume perceived price take precedence to consumption emotions. From the fact that customer emotional responses are categorized into positive and negative, where the former are beneficial while the later are not beneficial to the customers, together with the fact that price entails a cost to the customer, then the effect of perceived price on the two emotional categories is likely to differ. Perceived price and the positive emotions are assumed to be inversely related as price is a negative element while positive emotions are beneficial. On the other hand, perceived price and negative emotions are assumed to be directly related as both pertain to a cost or negative consequences. This study adopted a negative scales for perceived price that entail a positive customer aspect, thus consequently a comparative perceived price (leaning on the lower value side) is assumed to relate positively and negative with positive and negative consumption emotions respectively. Consequently, this study aimed at affirming the following hypothesis:

H1a: customers' perceived price has a positive impact on customers' positive emotions.

H1b: customers' perceived price has a negative impact on customers' negative emotions.

Traditionally, perceived price is considered to be a major influencer of the overall customer satisfaction(e.g. Iglesias MP & Guillen MJY 2004). Nevertheless, contemporary research(Liljander V et al 1997) argues that customer satisfaction to include emotional component apart from the cognitive component. Research that tests the relationship between the emotional aspects of customers and the consequential effect on customer satisfaction are scant. In contributing to the literature, this study tests the following hypotheses:

H2a: positive consumption emotions positively influence the level of customer satisfaction

H2b: negative consumption emotion negatively influences the level of customer satisfaction.

The culminating influence of perceived price is customer satisfaction with the restaurant products and services. In turn customer satisfaction influences the customer revisit intention. In complementing previous studies on the influence of customer satisfaction on revisit intention through the inclusion of customer consumption variable in the same model, this study tested the following proposition:

H3: Customer satisfaction has a positive influence on customers' revisit intention.

Despite the wide usage of coupon in the restaurant industry(Lee HS & Yeu MS 2010; Taylor GA 2001) that have an impact on the patronage behavior(Taylor GA 2001; Taylor GA et al 2002; Choi KH 2004; Laroche M et al 2005), its specific impact on antecedents of patronage behavior is still lacking. Perceive price that acts like an environmental stimuli that influence purchase behavior(Zeithaml VA 1984) have been noted to be dependant of the price promotion including coupon

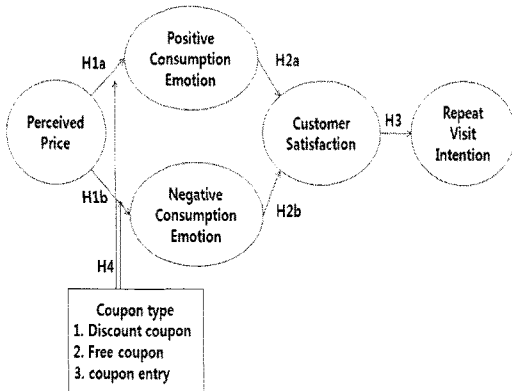
(Campo S et al 2007). Coupon negatively influence perceived price by lowering it(Campo S et al 2007).

Different price promotion have been noted to influence the customer differently(Kim HM & Kramer T 2006; Kramer T & Kim HM 2007; Hardesty DM & Bearden WO 2003; Raghurbir P, Inman JJ & Grande H 2004). Hardesty DM et al.(2003) for example noted bonus packs to be more effective than discount pricing for low and moderate promoted products and the contrary is true. Sinha I & Smith MF(2000) noted straight price promotion stated in figures (50%) were more lucrative to the customers that free offers as they are easily related to the price tag of the products. This implies the coupon expressed as straight price will have an influence in perceived price relatively more compared to free coupon. Gendall P, Hoek J, Pope T & Young K(2006) upon researching the effect of price promotion framing on low versus high priced products noted percentage framing to be more effective than monetary expressed promotion that were more effective on high priced products. Moreover, Gendell P et al.(2006) noted products that can be stocked, price promotion expressed as volume discount to be more effective than for products that are unable to be stocked. For quick service products that are relatively perishable and their priced value to be variable, the influence of the different coupons are perceived to be different. Due to lack of research on the effects of coupon in the restaurant industry, the direction of influence in this study was not predetermined. From this line of thinking, the following is hypothesized.

H4a: Discount coupon significantly moderates the perceive price-customer consumption emotions.

H4b: Free coupon significantly moderates the

perceived price-customer consumption emotion.
 H4c: Entry coupon significantly moderates the perceived price-customer consumption emotions.



<Fig. 1> Research model.

III. Research Methodology

1. Data collection instrument

The instrument used in data collection utilized multi-item Likert-type scale. The scale ranged from 1 to 7 with 1 indicating strongly disagree and 7 for strongly agree. The items were derived from the literature and thereafter were reviewed by 7 reviewers who were academics and practitioner in the restaurant industry. An item was retained once it was voted by more than 4 reviewers. From a large number of items that were reviewed, 29 proved to be appropriate for the study variables. Perceived price was measured with 2 items(Han H et al 2009), it should be noted that the perceived price items were worded in a negative manner (i.e. reasonableness and appropriate price) that were directly used in the analysis for H1. The three categories of coupons were captured by 3 items each (Choi KH 2004) while customer satisfaction was measured by 3 items (Kim W et al 2008). Positive and negative emotions that together contribute to

consumption emotion were measured with 6 items each (Richins ML 1997) and revisit intention was appraised by 3 items(Kim WG & Moon YJ 2009). Moreover, the questionnaire included a section that captured the demographic variables, frequency of visiting a restaurant, spending per restaurant visit, and a question that elucidated the accompanying person during restaurant visitation. The original items that were in English were translated into Korean by the authors who are conversant in both languages. The translated version was retranslated back into English in order to ascertain the accuracy of the translation process.

2. Data collection process and sample profile

The questionnaire was distributed to 5 quick service restaurants in Busan Metropolitan city, a second largest city in the Republic of Korea after Seoul. The five restaurants each from downtown, residential, office, hypermarket, and college areas were selected due to their differential location that attract different user and usage of quick service restaurants. The questionnaire was self administered and the customers were approached during consumption by research assistants. Out of 350 distributed questionnaires 319 were filled and returned. Out of the filled questionnaires, 303 were usable for data analysis. The sample appears to be slightly dominated by female who represented 60% of the sample. Age wise majority (82%) were young (below 20 years).The expenditure per visit to the restaurant was dominated by those who spent between 2,000 to 6,000 Won (58%) and 55% indicated they do visit the restaurants with friends.

〈Table 1〉 General characteristics of the subjects

characteristics		N	%
Gender	Male	121	39.9
	Female	182	60.1
Age	less than 20	139	45.9
	21-30	109	36.0
	31-40	30	9.9
	41-50	21	6.9
	51 or more	4	1.3
Marital status	Married	243	81.5
	Non-Married	55	18.5
Education	High school	145	48.3
	College graduate	26	8.7
	University graduate	118	39.3
	Graduate school	11	3.7
Monthly Income (₩10,000)	less than 100	170	64.2
	101~200	36	13.6
	201~300	21	7.9
	301~400	14	5.3
	401~500	16	6.0
	500 or more	8	3.0
Monthly average numbers of visits	1	95	31.5
	2~3	73	24.2
	4~5	75	24.8
	6~7	35	11.6
	8~9	14	4.6
Monthly average expenditure per one person (₩)	10 or more	10	3.3
	less than 2,000	25	8.3
	2,001~4,000	65	21.7
	4,001~6,000	80	26.7
	6,001~8,000	43	14.3
Companion	8,001~10,000	48	16.0
	10,000 or more	39	13.0
	Alone	34	12.0
	Family	55	19.4
	Friend	158	55.6
	Lover	24	8.5
	Coworker	11	3.9
	Others	2	0.7

3. Analytical procedure

The data was subjected to SPSS 16 for descriptive statistics. In testing the proposed relationship, AMOS 16 was used in conducting structural equation modeling. Initially, confirmatory factor analysis

was performed to ascertain the validity of the observed variables and later the structural equation was tested. Metric invariance test was performed to test the moderating influence of the different coupon types.

IV. Results

1. Measurement Model

Through the confirmatory factor analysis, the measurement model indicated a good fit to the data ($\chi^2=616.531$, $df=314$, $p<.001$, $RMSEA=.056$, $CFI=.955$, $NFI=.913$) as indicated in Table 2. All AVE with exception of one item of positive consumption emotion were above the cutoff point of .05 that indicates the convergent validity of the items.

2. Structural model analysis

Following the measurement model analysis, the structural model analysis was performed with results indicated in Table 3. The regression coefficients between perceived price and positive emotion as well as positive emotion and customer satisfaction are significantly positive at $p<.000$. This does uphold the hypotheses H1a but H2a. The influence of perceived price on negative emotion is significantly negative at $p<.005$ that overrule H1b. The regression coefficient between negative emotion and customer satisfaction was negatively significant at $p<.005$ that supports H2b. nevertheless, the direct influence of perceived price on customer satisfaction was not significant. These findings indicate the significant influence of perceived price on customer emotional responses that have an influence on the level of customer satisfaction. Moreover, the rejection of H2 indicates the perceived price to have an indirect in-

fluence on customer satisfaction through emotional responses.

<Table 2> Results of the Measurement Model

factors	items	Estimate	Standardized			
			Regression Weights	S.E.	C.R.	AVE
Perceived Price	The price at this restaurant is reasonable	.941	.941	.020	47.932	.942
	The price charged by this restaurant is appropriate	1.000	.999			
Positive Consumption Emotion	peacefulness	1.404	.595	.218	6.457	.464
	contentment	1.827	.789	.280	6.513	
	optimism	1.925	.795	.293	6.572	
	joy	1.957	.812	.299	6.539	
	excitement	1.663	.606	.216	7.689	
Negative Consumption Emotion	surprise	1.000	.386			.630
	discontent	.978	.714	.081	12.081	
	worry	1.257	.908	.081	15.522	
	fear	1.208	.897	.079	15.384	
	shame	1.017	.745	.071	14.335	
	envy	.991	.721	.065	15.155	
Customer Satisfaction	loneliness	1.000	.753			.725
	My decision to dine at this restaurant was a wise one.	.944	.825	.055	17.050	
	As a whole, I really enjoyed myself at this restaurant.	1.081	.895	.057	18.798	
Repeat Visit Intention	Overall, I'm satisfied with decision to stay at this restaurant.	1.000	.833			.593
	I would like to visit this restaurant in the near future.	.838	.795	.075	11.206	
	I have a strong intention to bring my family and friends to visit this restaurant again.	1.064	.875	.070	15.236	
Discount Coupon	This restaurant would be my first choice over other restaurants.	1.000	.617			.754
	A discount coupon for a certain price in the menu	.911	.869	.051	17.855	
	A discount coupon for a certain menu such as new product launches and seasonal menu	1.007	.926	.053	19.148	
Free Coupon	A discount coupon for a certain time	1.000	.806			.705
	When purchasing a particular menu, free coupon for beverage and dessert	.943	.805	.059	15.993	
	When purchasing a particular menu, free offering coupons for the same menu	1.083	.897	.059	18.368	
Coupon Entry	When purchasing over a certain number, offering Free tickets	1.000	.813			.864
	The coupons that can enter the raffle	1.003	.943	.037	27.122	
	The coupons that can enter the event	1.078	.961	.038	28.366	
	The coupons that can enter lottery tickets such as concert tickets and admission tickets	1.000	.883			

Model measurement fit: $\chi^2 = 616.531$ (df = 314, p<.001), RMSEA = .056, CFI = .955, NFI = .913

〈Table 3〉 Structure parameter estimates (N=303)

Hypothesized path	Standardized estimate	t-value	Result
H1a: Perceived Price→Positive Consumption Emotions	.368	4.930**	supported
H1b: Perceived Price→Negative Consumption Emotions	-.141	-2.828*	supported
H2a: Positive Consumption Emotions→Customer Satisfaction	.677	6.296**	supported
H2b: Negative Consumption Emotions→Customer Satisfaction	-.146	-2.896*	supported
H3: Customer Satisfaction→Revisit Intention.	.827	12.714**	supported

Goodness of fit statistics: $\chi^2=226.563$ (df=145, $p<.001$), RMSEA=.043, CFI= .980, NFI= .947, $X^2/df= 1.5625$

* $p<.05$, ** $p<.01$.

〈Table 4〉 Invariance Tests of the Structural Models for Coupon types

Discount Coupon						
Paths	Low (n=169)		High (n=134)		Baseline Model (Freely Estimated)	Nested Model (Constrained to be Equal)
	Coefficients	t-values	Coefficients	t-values		
PP→PCE	.221	1.791	.421	4.086**	χ^2 (270) = 438.112	χ^2 (272) = 456.812 ^a
PP→NCE	-.127	-2.142*	-.143	-1.809		
Chi-square difference test: ^a $\Delta\chi^2(2) = 18.700$, $p<.001$ (significant; H4a - supported)						
Free Coupon						
Paths	Low (136)		High (167)		Baseline Model (Freely Estimated)	Nested Model (Constrained to be Equal)
	Coefficients	t-values	Coefficients	t-values		
PP→PCE	.245	2.298*	.405	4.169**	χ^2 (270) = 484.077	χ^2 (272) = 503.283a
PP→NCE	-.104	-1.556	-.139	-1.980*		
Chi-square difference test: ^a $\Delta\chi^2(2) = 19.206$, $p<.001$ (significant; H4b - supported)						
Coupon Entry						
Paths	Low (136)		High (169)		Baseline Model (Freely Estimated)	Nested Model (Constrained to be Equal)
	Coefficients	t-values	Coefficients	t-values		
PP→PCE	.317	3.021**	.391	3.892**	χ^2 (270) = 492.662	χ^2 (272) = 516.357a
PP→NCE	-.012	-.192	-.218	-2.904**		
Chi-square difference test: ^a $\Delta\chi^2(2) = 23.695$, $p<.001$ (significant; H4c - supported)						

3. Invariance Test

The invariance test was employed in testing the moderation of the three types of coupon on the perceived price and consumption emotion relationship. The three coupon type data was transformed into two groups each with their means as a cutting point. A baseline model was generated through freely running of the structural model that was compared to nested models for each group of the coupon types. The results for the invariance test are presented in Table 4 below. From the $\Delta\chi^2$ that

are all significant at $p<.001$, the results indicates all types of coupons to moderate the relationship between perceived price and the two types of consumption emotions. The relationship between perceived price and positive emotions is strongly moderated by all types of coupon as all of the regression coefficients were above the nonmoderated regression (.368). The strongest moderator for the perceived price and positive emotions being discount coupon followed by free coupon and last the entry coupon that were all that were statistically

significant. For the perceived price and negative emotions, entry coupon had a higher moderating effect followed by discount coupon. Those restaurant customers who highly perceived the restaurant to offer the coupons had a higher impact on the regression coefficients than those having lower perception towards restaurant provision of the coupons for the perceived price and positive consumption emotions. Moreover, for those having a lower perception of the restaurant providing coupon, only discount and entry coupon had coefficients that were significant unlike all for those having higher perception of coupon provision. For the perceived price and negative consumption emotions, customers having higher perception of coupon provision by the restaurant free and entry coupon significantly moderated the relationship. On the other side, for lower coupon perception customers, only discount coupon moderated the perceived price and negative emotions significantly. Generally it can be said coupon have a higher moderating effect on perceived price and positive emotions.

V. Conclusion and Implications

The study aimed at testing a model of restaurant customer revisit intention that integrated cognitive (perceived price) and emotional aspects as well as incorporating the moderating role of discount, free, and entry coupon on the perceived price and consumption emotion relationship. Reasonable perceived price was noted to contribute positively to positive consumption emotions and negatively on negative consumption emotions albeit at different level of significance. The two consumption emotion variables in turn affected customer satisfaction with the positive emotion positively and highly im-

pacting customer satisfaction as compared to the negative influence of the negative emotion that influence to a lesser extent. The influence of customer satisfaction on revisit intention was highly noted. All the coupon types moderated the perceived price and consumption emotion with the exception for discount coupon on the negative consumption emotion relationship with perceived price. Consequently all the hypotheses were not rejected.

Results from this study have both theoretical and practical implications. Theoretically, this study has affirmed the influence of customers' perceived price on customer emotional responses. This finding upheld the notion that cognition is an antecedent of emotional responses (Bagozzi RP et al., 1999). The incorporation of the positive and negative consumption emotion in explaining customer satisfaction extends the knowledge on customer satisfaction that has focused on cognition only (e.g. Ryu K et al., 2008). Moreover, the differential effects of the positive and negative consumption emotions on customer satisfaction have been noted that advance the understanding of the influence of consumption emotions on customer satisfaction that was only theorized (e.g. Dube L & Menon K 2000). The differential effect of the two consumption emotions on customer satisfaction finds support from Phillips DM & Baumgartner H(2002) albeit at a different levels where Phillips DM et al.(2002) noted negative consumption emotions to be more influential in customer satisfaction. Such a discrepancy on the different impact of the consumption emotions on customer satisfaction might emanate from contextual factors where Phillips DM et al.(2002) focused on service performance in general unlike only perceived price for the current study that might set the conditions for the different

evocation of the emotions. The introduction of coupon on the perceived price and consumption emotion as a moderator extend the literature that focused only on that linear relationship. This implies that the relationship between cognitive and emotional variables in restaurant consumption should integrate other variables that are likely to interact or moderate the relationship.

Several practical implications can be drawn from the results. Restaurateurs can capitalize on the customers' perception of their services by using comparative pricing strategies that can also be used in their marketing communications that will lead into their services being perceived reasonably that will positively influence the customer's positive emotion that has a greater influence on their satisfaction. This implication is based on the significance influence of reasonableness of perceived price on positive consumption emotions that mediate the effect of perceived price on the overall customer satisfaction. Moreover, by making the restaurant product and services prices reasonable compared to other restaurants, the restaurant is assured of reducing the negative consumption emotions that eventually will not negatively impact the overall satisfaction thus leaving the positive consumption emotions to raise the level of satisfaction. This study also informs restaurateurs on the use of coupon in enhancing the level of customer satisfaction and thus leading to revisit intentions. The restaurateurs can benefit most by discount coupons and entry coupon as these coupon types have seemingly greater influence on increasing positive and reducing negative emotions.

Despite this study providing interesting findings, like any study it has its limitations that need to be considered for future studies. The sample indicates the dominance of youth and slightly more females

that need to be considered while interpreting the results. Since the study was conducted in an oriental country (Korea), application of the findings into other cultural contexts needs to be cautious. Thus future research can compliment findings from this study by replicating in other cultural contexts as well as the inclusion of more matured customers. The study took a narrow perspective of quick service restaurant as it focused only on those restaurants that sell western types of fast foods that do not include Korean types of fast food or take away like "Kimbap" that when considered by future studies it can broaden these findings. Despite the positive consumption emotion scales used in this study being previously tested and validated (Richins, 1997; Laros and Steenkamp, 2005), the lower AVE that was noted from the analysis necessitate further studies to validate the scales in the oriental context that might need a readjustment of the scale.

한글 초록

본 연구의 목적은 레스토랑 고객의 지각된 가격이 고객만족과 재방문의도에 영향을 미치는 과정에서 감정반응의 효과에 대해 검증하고 쿠폰유형에 따른 조절효과를 알아보려 하였다. 본 연구의 자료는 퀵서비스레스토랑을 방문한 303명의 설문조사를 통해 추출되었고 자료분석은 SPSS 16과 AMOS 16.0 통계패키지프로그램이 사용되었다. 연구결과 감정반응은 지각된 가격과 고객만족의 관계에서 완전매개역할을 하는 것을 알 수 있다. 또한 쿠폰은 지각된 가격과 고객의 감정반응의 영향관계에서 조절효과를 하는 것을 알 수 있다. 또한 지각된 가격과 긍정적 소비감정에 대한 할인쿠폰의 조절효과는 무료쿠폰과 경품쿠폰보다 강하게 나타났고 지각된 가격과 부정적 소비감정에 대한 조절효과는 경품쿠폰이 할인쿠

폰보다 높게 나타났다. 본 연구의 시사점은 레스토랑 운영자가 적절하게 쿠폰을 사용함으로써 고객의 반응과 지각된 가격뿐만 아니라 고객의 만족수준을 높일 수 있을 것이다.

Reference

- Ajzen I · Fishbein F (2008). Scaling and testing multiplicative combinations in the expectancy-value model of attitudes. *J Applied Soc Psychology* 38:2222-2247.
- Bagozzi RP · Gopinath M · Nyer PU (1999). The role of emotions in marketing. *J Academy Marketing Sci* .27(2):184-206.
- Bitner JM (1992). Servicescapes: The Impact of Physical Surroundings on Customer and Employees. *J Marketing* 56(2):57-71.
- Burns DJ · Neisner L (2006). Customer satisfaction in a retail setting: The contribution of emotion. *International J Retail & Distribution Management* 34(1):49-66.
- Campo S · Yague MJ (2007). Effects of price promotions on the perceived price. *International J Service Industry Management* 18(3):269-286.
- Choi KH (2004). A study on the structural relationship of coupon, attitude and purchase intention in family restaurant. *J Convention Sci* 4(2):99-117.
- Colombo R · Bawa K · Srinivasan SS (2003). Examining the dimensionality of coupon proneness: a random coefficients approach. *J Retailing & Consumer Services* 10(1):27-33.
- Dodson JA · Tybout AM · Sternthal B (1978). Impact of deals and deal retraction on brand switching. *J Marketing Res* 15 (February):72-81.
- Dube, L · Menon, K (2000). Multiple roles of consumption emotions in post-purchase satisfaction with extended service transactions. *International J Service Industry Management* 11(3):287-304.
- Edvardsson B (2005). Service quality: Beyond cognitive assessment. *Managing Service Quality* 15(2):127-131.
- Gendall P, Hoek J, Pope T & Young K (2006). Message framing effects on price discounting. *J Product & Brand Management* 15(7):458-465
- Gilbert DC · Jackaria N (2002). The efficacy of sales promotions in UK supermarkets: a consumer view. *International J Retail & Distribution Management* 30(6):315-322
- Gilbert RG · Veloutsou C · Goode MMH · Moutinho L (2004). Measuring customer satisfaction in the fast food industry: A cross-national approach. *J Service Marketing* 18(5):371-383.
- Han H · Ryu K (2006). Moderating role of personal characteristics in forming restaurant customers' behavioral intentions: An upscale restaurant setting. *J Hospitality & Leisure Marketing* 15(4):25-54.
- Han HS · Back KJ · Barrett B (2010). A consumption emotion measurement development: a full-service restaurant setting. *Service Industries J* 30(2):299-320.
- Han HS · Back KJ · Barrett B. (2009). Influencing Factors on Restaurant Customers' Revisit Intention: The Roles of Emotions and Switching Barriers. *International J Hospitality Management* 28(4):563-572.
- Hardesty DM · Bearden WO (2003). Consumer evaluations of different promotion types and price presentations: The moderating role of promotional benefit level. *J Retailing* 79(1):17-25.
- Holbrook MB · Hirschman EC (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *J Consumer Res* 9

- (September):132-140.
- Homburg C · Koschate N · Hoyer WD (2006). The role of cognition and affect in the formation of customer satisfaction: A dynamic perspective. *J Marketing* 70(July):21- 31.
- Iglesias MP · Guillen MJY (2004). Perceived quality and price: Their impact on satisfaction of restaurant customers. *International J Contemporary Hospitality Management* 16(6):373-379.
- Jegal YH · Hong KW · Ryoo KM(2009). A Study on Teenagers` Selection Attribute and Satisfaction of Fast Food Menu. *Korean J Culinary Res* 15(2):108-120.
- Jennings L (2009). Quick-service operators count on couponing. Nation's Restaurant News. A Lebhar-Friedman Publication. 7.
- Kandampully J · Suhartanto D (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International J Contemporary Hospitality Management* 12(6): 346-351.
- Kim HM · Kramer T (2006). The effect of novel discount presentation on consumers' deal perception. *Marketing Letters* 19:193-203.
- Kim W · Han H (2008). Determinants of restaurant customers' loyalty intentions: A mediating effect of relationship quality. *J Quality Assurance in Hospitality & Tourism* 9(3):219 -239.
- Kim SJ · Jeong KH · Cho YB (2008). A Study on the Influencing Factors of Intention of Revisit in Fast Food Restaurant Visitors. *Korean J Culinary Res* 14(2):30-45.
- Kim WG · Moon YJ (2009). Customers' cognitive, emotional, and actionable response to the serviceescape: A test of the moderating effect of the restaurant type. *International J Hospitality Management* 28(1):144-156.
- Kincaird C · Baloglu S · Mao Z · Busser J (2010). What really brings the back? The impact of tangible quality on affect and intention for casual dining restaurant patrons. *International J Contemporary Hospitality Management* 22(2): 209-220
- Kramer T · Kim HM (2007). Processing fluency versus novelty effects in deal perceptions. *J Product & Brand Management* 16(2):142-147
- Ladhari R · Brun I · Morales M (2008). Determinants of dining satisfaction and post-dining behavioral intentions. *International J Hospitality Management* 27(4):563-573.
- Laroche M · Kalamas M · Huang Q (2005). Effects of coupons on brand categorization and choice of fast foods in China. *J Business Res* 58(5): 674-686.
- Laros FJM · Steenkamp EM (2005). Emotions in consumer behavior: a hierarchical approach. *J Business Res* 58(10):1437-1445.
- Lee HS · Yeu MS (2010). Factors Influencing the Intention to Redeem Coffee Shop Coupons in Korea. *International J Business & Management* 5(7):92-98.
- Liljander V · Strandvik T (1997). Emotions in service satisfaction. *International J Service Industry Management* 8(2):148-169.
- Mattila AN · Ro H (2008). Customer satisfaction, service failure, and service recovery. In *Handbook of Hospitality Marketing Management*. Elsevier Ltd., MA, USA. 296-323.
- Nagar K (2009). Evaluating the effect of consumer sales promotions on brand loyal and brand switching segments. *VISION-J Business Perspective* 13(4):35-48.
- Neslin SA · Shoemaker RW (1989). An alternative explanation for lower rates after promotion purchase. *J Marketing Res* 26(May):205-213.
- Oh HC (1998). An Empirical Study of the Rela-

- relationship Between Restaurant Images and Patronage Behavior towards alternative Restaurant chains. *Asia Pacific J Tourism Res* 2(2):15-28.
- Ok C · Back KJ & Shanklin CW (2005). Modeling roles of service recovery strategy: A relationship-focused view. *J Hospitality & Tourism Res* 29(4):484-507.
- Oliver RL (1993). Cognitive, affective, and attribute bases of the satisfaction response. *J Consumer Res* 20(December):418-430.
- Peter JP · Olson JC (2003). *Consumer Behavior and Marketing Strategy* 6th Ed. McGraw Hill, Singapore. 24-33.
- Peter JP · Olson JC (2003). *Consumer Behavior and Marketing Strategy* 6th Ed. McGraw Hill, Singapore. 45-68.
- Phillips DM · Baumgartner H (2002). The role of consumption emotions in the satisfaction response. *J Consumer Psychology* 12(3):243-252.
- Philip G · Janet H · Tracy P · Karen Y (2006) Message framing effects on price discounting. *J Product & Brand Management* 15(7):458-465
- Raghubir P · Inman JJ · Grande H (2004). The three faces of consumer promotions. *California Management Rev* 46(4):23-42.
- Richins ML (1997). Measuring emotions in consumption experience. *J Consumer Res* 24 (September):127-146.
- Riley FD · Ehrenberg ASC · Castleberry SB · Barwise TP · Barnard NR (1997). The variability of attitudinal repeat-rates. *International J Res Marketing* 14(5):437-450.
- Russell JA · Pratt G (1980). A Description of the Affective Quality Attributed to the Environments. *J Personality & Social Psychology* 38(2): 311-322.
- Ryu K · Han H · Kim TH (2008). The relationship among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intention. *International J Hospitality Management* 27(3):459-469.
- Ryu K · Jang S (2008). Influence of restaurant's physical environments on emotions and behavioral intention. *Service Industries J* 28(8):1151-1165.
- Scanlon N (1993). *Restaurant Management*. Van Nostrand Reinhold, New York, USA. 76.
- Shoemaker RW · Shoaf FR (1977). Repeat purchase of deal purchases. *J Advertising Res* 17(2):47-53.
- Sinha I · Smith MF (2000). Consumer perceptions of promotional framing of price. *Psychology and Marketing* 17(3):257-75.
- Taylor GA (2001). Coupon response in services. *J Retailing* 77(1):139-151.
- Taylor GA · Long-Tolbert S (2002). Coupon Promotion in Quick-service Restaurants: Preaching to the Converted?. *Cornell Hotel and Restaurant Administration Quarterly* 43(41):41-47.
- Wade D (2006). *Successful Restaurant Management: From Vision to Execution*. Thomson Delmar Learning, NY, USA. 58-59.
- White C · Yu YT (2005). Satisfaction Emotions and Consumer Behavior Intentions. *J Service Marketing* 19(6):411-420.
- Wong A (2004). The Role of Emotional Satisfaction in Service Encounter. *Managing Service Quality* 14(5):365-376.
- Yu TY · Dean A (2001). The contribution of emotional satisfaction to consumer loyalty. *International J Service Industry Management* 12(3): 234-250.
- Zajonc R · Markus H (1982). Affective and cognitive factors in preferences. *J Consumer Res* 9(September):123-131.
- Zeithaml VA (1984). Issues in conceptualizing and

measuring consumer response to price. <i>Advances Consumer Res</i> 11(1):612-616.	2010년 11월 30일 접 수
Zeithaml VA (1988). Consumer perceptions of price, quality, and value: A means end model and synthesis of evidence, <i>J Marketing</i> 52(July): 2-22.	2010년 12월 28일 1차 논문수정
	2011년 1월 13일 2차 논문수정
	2011년 1월 17일 게재 확정